



BENDIGO TENNIS ASSOCIATION

STRATEGY

2021 - 2024





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This strategy (plan) follows on from the 2013 – 2017 plan as the last adopted plan for the Bendigo Tennis Association (BTA). Since 2017 there has been significant change in the BTA Committee of Management (CoM) personnel, a worldwide pandemic and the CoM is pleased to be delivering a new strategy to take tennis in Bendigo from 2021 to 2024.



Purpose of this plan

To provide clear alignment with our key stakeholders and their planning documents.

Tennis Victoria – Strategy 2021-2024, four pillars of this plan are:

1. Places – Optimising the use, management, and access to facilities, thereby creating a sustainable future for venues.
We'll continue to create thriving tennis communities, partnering with local stakeholders to foster safe, inclusive, and playful clubs that thrive in their local community.
2. Play – Provide opportunities to ensure everyone can play more often, how and when they want.
We'll work together with the tennis community to enable more people to play more often. To play this great game of ours in the morning, afternoon or evening, singles and doubles, in teams and individually, socially and competitively, in Regional Victoria and Metropolitan Melbourne.

3. People – To provide the tennis community with the leadership and support to empower them to succeed.

We're committed to being a safe and inclusive sport.

We want all people that play our sport to feel safe and included and to enjoy themselves and their experience at a Club, an event on and off the court.

4. Profile – Raise the profile of tennis in Victoria through strategic story telling.

We want to show the Victorian community how great it is to play Tennis by telling the stories that make our sport great.

Tennis Victoria proposed to deliver these outcomes enabled by digital enablement, partnerships and organisational governance.

Core to our strategy are our values of Collaboration, Humility, Imagination and Excellence.



City of Greater Bendigo (CoGB) – Hard Court Facilities Strategy 2018-2028;

1. Continue to work with clubs to redevelop their facilities in line with the adopted hard court strategy.
2. To work with clubs to develop solid and evidence based funding proposals for CoGB budgets.
3. To be the main source of contact and information for CoGB on all things tennis.

The BTA plan has been developed to inform and guide the key stakeholders and other interested parties of the strategic intent of the Bendigo Tennis Association over the next 3 years 2021 to 2024.

It has been principally developed by the members of the BTA CoM during 2019-21 with input from Tennis Victoria, City of Greater Bendigo and affiliated clubs through feedback.

The plan sets out the BTA's high level objectives in achieving its 2024 vision.

The plan is further supported by the Tennis Victoria - Thriving Tennis Communities assessment and more detailed action, operation and business plans will be developed as a result of this plan to detail the priorities, actions and corresponding resource allocation for each year.

In combination, the documents form the key resource and guide for the Association's CoM in its decision making process.



Brief History

The Bendigo Tennis Association (BTA) has a rich history since its development in 1946 delivering Tennis for Bendigo across all ages and abilities. The BTA has seen many changes over its 75 years with differing surfaces, locations, clubs and participation and throughout this time has looked to improve on the products and services provided.

Prior to 1986 the BTA operated both the Bendigo Lawn Tennis Courts and the Garden Gully hard court facility and in conjunction with our affiliated clubs provided pennant competition to a wide range of players, both competitive and social at these locations and at Strathdale Park. In 1986 the BTA made the biggest change by developing the site that is now the Bendigo Regional Tennis Centre (BRTC) at Nolan Street. This development was made possible by the support of our affiliated clubs through loans and donations. The strength of the BTA has always been its affiliated clubs and whilst over time some have disbanded others have thrived. The development of a large regional facility was always to be that and this was backed by the clubs that no competitive tennis club would be established or allowed to establish at the Nolan Street facility and this remains so today.

As part of the move to the Nolan Street facility the Garden Gully complex was handed back to Council to ultimately become the Bendigo Regional Hockey Centre.

The BRTC has undergone several redevelopments starting as a 30 court facility, the addition of lights to the two front banks of courts and a clubhouse extension. A major redevelopment was undertaken in 2016 to rebuild the front courts to international size, upgraded lighting and new clubhouse.

2021 marks another significant change for the BTA with the finalisation of the lease with the City of Greater Bendigo of the Barnard Street grass courts and building, allowing CoGB to continue its vision for the Rosalind Park Master Plan. These courts, surrounds and building did require significant upgrade to be fit for purpose for our players. This reduction in available BTA controlled courts will mean some rescheduling and the reintroduction of some home matches being played at club courts where available. This has been discussed with club delegates.



Vision

To be the key driver of the sport of tennis with an emphasis on good governance to build strong clubs to support the playing, social and development opportunities for all ages and abilities in the Bendigo area and surrounding Central Victorian region.



Mission

- 1.To promote the game of tennis in Bendigo and the broader Central Victoria region.
- 2.To promote and manage all playing opportunities at the Bendigo Regional Tennis Centre for both social and interclub between Clubs affiliated with the Association.
- 3.To showcase major tennis events in a regional setting that provides access for all.
- 4.To promote and co-ordinate events for junior and senior tennis players of all abilities from the wider community.
- 5.To ensure sustainability of the Association and its facilities.
- 6.To provide a venue of high standard that can be used for a variety of purposes by the community.



Objectives

- 1.To continue to build and strengthen relationships with all key stakeholders including Tennis Australia, Tennis Victoria, City of Greater Bendigo, Eaglehawk and District Tennis Association, affiliated Tennis Clubs, sponsors and the tennis community.
- 2.To have a minimum of eight active tennis clubs as affiliates by the 2024 summer season.
- 3.To develop alternative court arrangements to the current grass court facility which will be demolished after 30 June 2021, such as the utilisation of affiliated club facilities.
- 4.To work with stakeholders to develop a greater range of alternate activities and events at the Bendigo Regional Tennis Centre.
- 5.To provide greater support to affiliated clubs to further develop/redevelop their facilities and strengthen the growth and development of the sport of tennis across more locations.
- 6.To have an effective skills based Management Committee, Committee Structure, Portfolio Structure, Executive Officer and Centre Staff and volunteer committees in place.
- 7.To support the development of defined player pathways for all players from beginner to elite in consultation with all coaches.
- 8.To develop and have formal documented policies in public place for greater governance.
- 9.To develop formal communications and marketing plans which determine who, what, when and how we communicate.
- 10.To work with stakeholders to develop a social club and specialist online tennis store at the Bendigo Regional Tennis Centre.

Values

Inclusion – we will regularly involve all stakeholders in decisions

Respect – we will deal with all respectfully and expect the same in return

Honesty – we will deal with all honestly even if the decision is considered unpopular

Knowledge – we will share our collective knowledge with all in order to support others

Excellence – we will never stop trying and will continue to look for new ways to improve

Community – meet the needs of our local community and the tennis playing public

